



UCDA

UNION COUNTY DEVELOPMENT ASSOCIATION

Union County, Iowa Laborshed Analysis



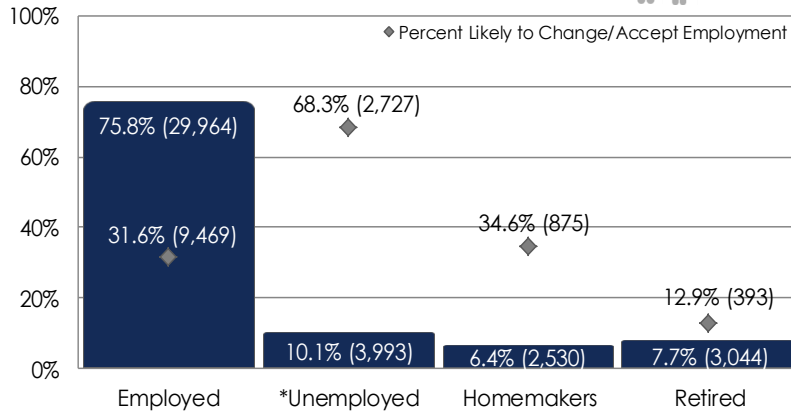
A Study of Workforce Characteristics

Released September 2015

UNION COUNTY LABORSHED ANALYSIS

A Laborshed is the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of a Laborshed area, local employers supply the residential ZIP codes of each of their employees. This Laborshed analysis addresses the workforce characteristics of the Union County Laborshed area.

EMPLOYMENT STATUS (ESTIMATED TOTAL)



*Employment status is self-identified by the survey respondent. The unemployment percentage above does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.

EMPLOYED - LIKELY TO CHANGE EMPLOYMENT

- 20.5% are actively seeking new employment
- 25.8% are working multiple jobs
- Currently working an average of 42 hrs/week
- Average age is 43 years old
- 30.9% currently working within the professional, paraprofessional & technical occupational category followed by 25.8% within the service occupational category
- Most frequently identified job search resources:

www.iowajobs.org
www.indeed.com

Internet,
66.7%

Creston News Advertiser
The Des Moines Register
Red Oak Express

Newspapers,
44.4%

IowaWORKS
Centers,
35.6%

Networking,
10.0%



Estimated Population 18-64: 39,530 (entire Laborshed area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment in Creston (11,232):

- 9,711 Employed
- 460 Unemployed
- 522 Homemakers
- 539 Retired

UNDEREMPLOYMENT



	Underemployment	
	% Underemployed	Estimated Underemployed
Inadequate Hours	3.5%	340
Mismatch of Skills	0.7%	68
Low Income	1.0%	97
†Total Underemployment	4.9%	476

† Individuals may be underemployed for more than one reason, but are counted only once for total estimated underemployment.

EMPLOYMENT LEVELS AND STATUS BY INDUSTRY

	Industry % of Employed	Estimated # of Employed	% Employed within the Industry	% Likely to Change Employment	% Unemployed* within the Industry
Healthcare & Social Services	15.4%	4,614	78.0%	41.3%	6.8%
Education	14.4%	4,315	72.9%	30.2%	6.8%
Wholesale & Retail Trade	13.5%	4,045	66.7%	40.0%	21.7%
Manufacturing	12.4%	3,716	86.0%	56.8%	7.0%
Agriculture, Forestry & Mining	10.1%	3,026	90.9%	13.3%	6.1%
Personal Services	7.7%	2,307	76.7%	30.4%	6.7%
Finance, Insurance & Real Estate	5.4%	1,618	84.2%	25.0%	0.0%
Public Administration & Government	5.4%	1,618	69.6%	25.0%	4.3%
Transportation, Communication & Utilities	4.7%	1,408	63.6%	14.3%	13.6%
Construction	4.0%	1,199	60.0%	8.3%	35.0%
Professional Services	3.7%	1,109	91.7%	18.2%	0.0%
Entertainment & Recreation	2.6%	779	88.9%	25.0%	0.0%
Active Military Duty	0.7%	210	**	**	**

** Insufficient survey data/refused

Survey respondents from the Union County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the healthcare & social services industry.

The underemployed are individuals who are working fewer than 35 hours per week but desire more hours; are working in positions that do not meet their skill or education level, or have worked for higher wages at previous employment; or are working at wages equal to or less than the national poverty level and work 35 or more hours per week.

COMMUTING STATISTICS



The map at the right represents the concentration of those who are likely to commute into Creston from their home ZIP for an employment opportunity.

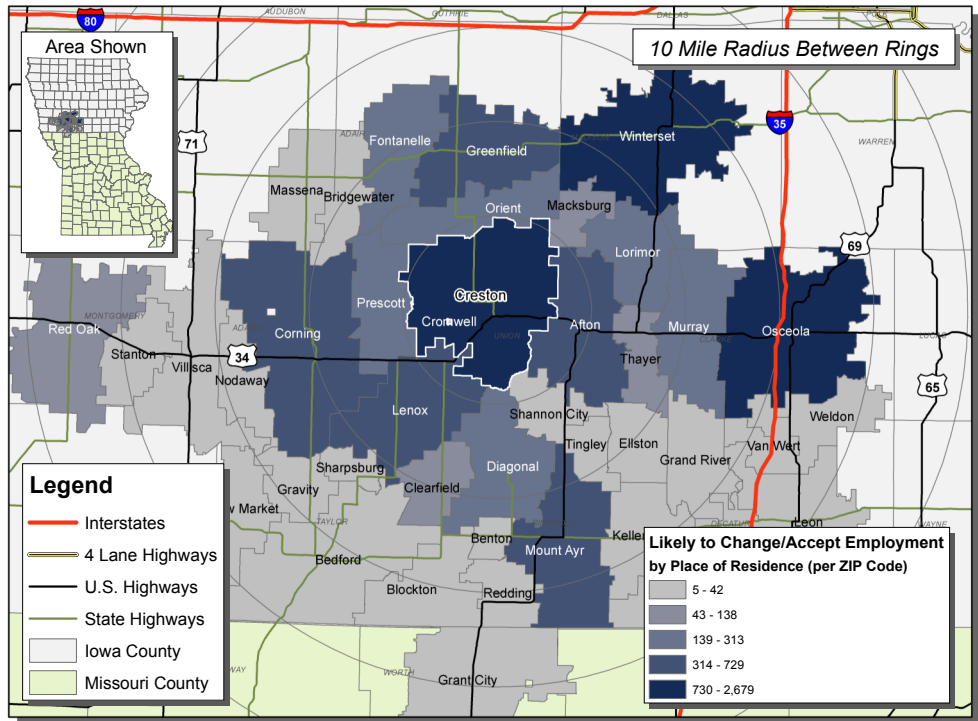
Those who are likely to change/accept employment in the Union County Laborshed area are willing to commute an average of 26 miles one-way for employment opportunities.

The out commute for Creston is estimated at 12.1 percent—approximately 492 people living in Creston work in other communities.

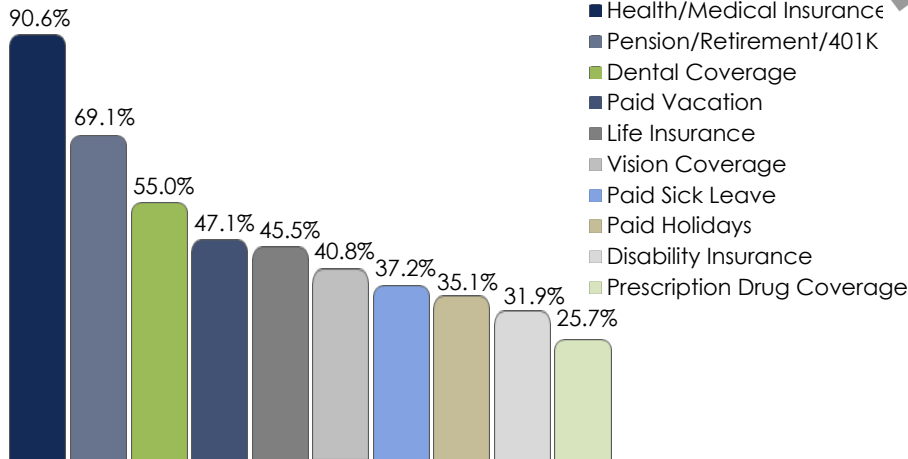
Most of those who are out commuting are working in Greenfield.

Nearly one-fifth (16.7%) of out commuters are likely to change employment (approximately 82 people).

CONCENTRATION OF THOSE WITHIN THE UNION COUNTY LABORSHED AREA LIKELY TO CHANGE/ACCEPT EMPLOYMENT IN CRESTON



TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED



The survey provides the respondents an opportunity to identify employment benefits they currently are offered. The chart at left provides the percentage of responses from those that are currently employed full-time.

The majority (71.0%) of these respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 23.5 percent indicate their employer pays the entire cost of insurance premiums.

EDUCATION LEVELS AND MEDIAN WAGES BY INDUSTRY



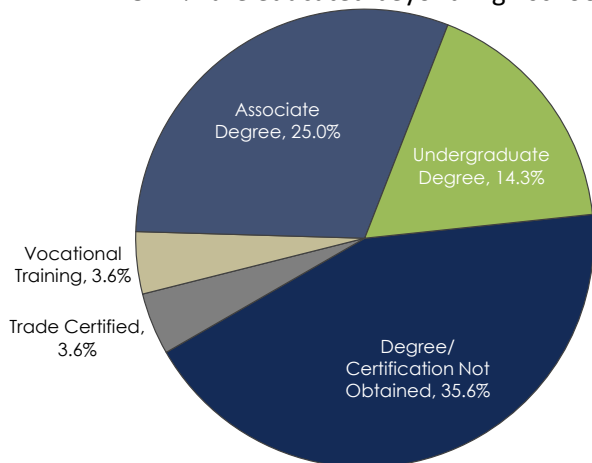
	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Annual Salary	Hourly Wage
Agriculture, Forestry & Mining	48.5%	12.1%	9.1%	\$40,000	\$13.50
Construction	65.0%	5.0%	20.0%	**	\$17.00
Education	96.6%	6.8%	72.9%	\$44,000	\$11.90
Entertainment & Recreation	**	**	**	**	**
Finance, Insurance & Real Estate	94.7%	26.3%	47.4%	\$80,000	\$19.85
Healthcare & Social Services	79.7%	20.3%	32.2%	\$65,000	\$13.42
Manufacturing	67.4%	20.9%	18.6%	\$40,000	\$15.68
Personal Services	73.3%	20.0%	26.7%	\$25,000	\$9.50
Professional Services	**	**	**	**	**
Public Administration & Government	82.6%	21.7%	21.7%	\$50,000	\$20.50
Transportation, Communication & Utilities	72.7%	9.1%	22.7%	\$87,000	\$17.84
Wholesale & Retail Trade	71.7%	18.3%	23.3%	\$50,000	\$9.88

This table includes all respondents without consideration of employment status or willingness to change/enter employment.

**Insufficient survey data/refused

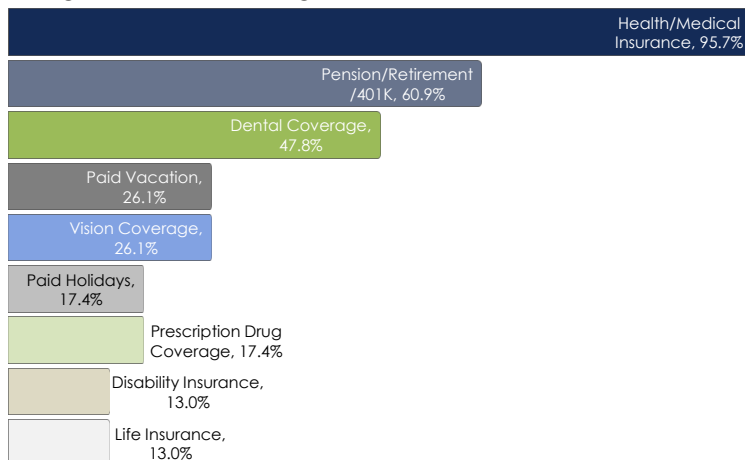
UNEMPLOYED - LIKELY TO ACCEPT EMPLOYMENT

- 45.8% are actively seeking employment
- An estimated 460 unemployed individuals are likely to accept employment in Creston.
- Average age is 40 years old
- 53.6% are male; 46.4% are female
- **Education:**
 - 82.1% are educated beyond high school

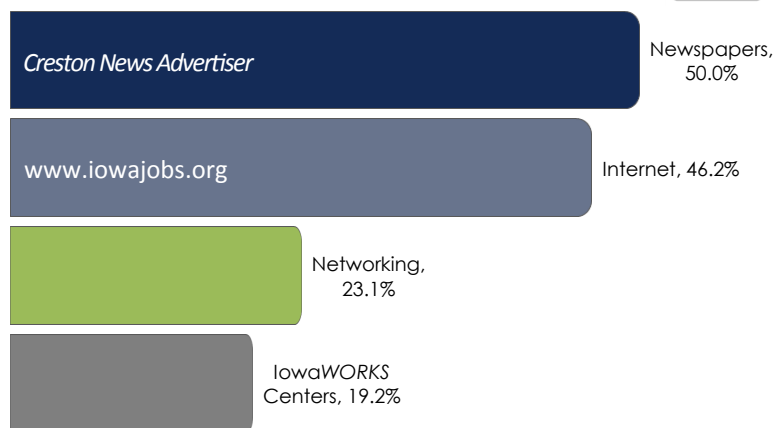


- **Wages:**
 - \$10.00/hr - to attract 66% of applicants
 - \$11.00/hr - to attract 75% of applicants
 - \$10.00/hr - lowest median wage willing to accept
- Willing to commute an average of 29 miles one way for the right opportunity
- 78.6% expressed interest in temporary and 71.4% in seasonal employment opportunities
- 64.3% expressed interest in working varied shifts

DESIRED BENEFITS



TOP UNEMPLOYED JOB SEARCH RESOURCES



SPONSORED IN PARTNERSHIP WITH:



FOR MORE INFORMATION REGARDING THE UNION COUNTY LABORSHED ANALYSIS, CONTACT:

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